

REMARKS

Claim Status

Claims 1, 3, 4, and 10 are amended. Claims 5-9 and 11-72 are cancelled.

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Regarding 35 U.S.C. § 102 Rejection

Claims 1-3, 10-13, 15, 16, 59-61, and 68-70 were rejected under 35 U.S.C. § 102(e) as being anticipated by Ray (US 6,067,529).

10 Claim 1 has been amended to identify more distinctly the claimed invention.

The “actual transport address” of Ray is not an email address. Rather, Ray teaches that the actual transport address is an Internet Protocol (IP) address. An Internet Protocol (IP) address is of the form 10.11.12.13, while an email address is of the form
15 user@domain.com.

It is clear from Col. 3 lines 48-51 that Ray is teaching an alias to the IP address whereby the alias is the user's credit card number, telephone number or email address. In the cited text of Ray there is nothing about issuing a new email address, nor issuing a new email
20 address by the registration entity.

Regarding Claim 2. The cited text of Ray does not disclose storing information from said transaction acknowledgement email into a transaction database. The cited text does

disclose storing the short message within the consumer's destination terminal, but does not teach the use of a transaction database to do so.

Ray does teach the use of a transaction database but by the merchant, but fails to teach that the transaction database contained information *from* said transaction acknowledgement email (6:20-23). Rather, one of ordinary skill in the art would expect that the information from the transaction database was used to generate the transaction acknowledgement email.

Regarding Claim 3. Claim 3 has been amended to identify more distinctly the proposed invention. The "actual transport address" of Ray is not an email address. Rather, Ray et al. teaches that the actual transport address is an Internet Protocol (IP) address. An Internet Protocol (IP) address is of the form 10.11.12.13, while an email address is of the form user@domain.com.

Ray does not teach accepting a transaction acknowledgement email sent to an issued email address and forward said transaction acknowledgement email to a provided customer email address.

Regarding Claim 10. Claim 10 has been amended to identify more distinctly the proposed invention. The cited text of Ray does not teach storing in a database information from transaction acknowledgement email comprising products purchased, product costs, transaction identifiers, nor shipping information. The cited text of Ray does not teach

transaction acknowledgement email comprising transaction identifiers or shipping information.

Regarding 35 U.S.C. § 103 Rejection

5 These rejections under 103 are moot as the claims are canceled. Claim 4 has been amended to more distinctly claim the invention. Claim 4 depends from claim 1.

Regarding other prior art of record.

Regarding Brisebois (6,330,550), it is clear from Col 1. lines 44-47 that the profile server
10 stores a user profile tag which includes a unique user identification code, user data, and instructions. When the user visits a web-site, the website server automatically receives the user's identification code. In Col. 3, lines 34-39, Brisebois teaches that the user data could include user's email address. It is noted that this email address is provided by the user and not by the registration entity as a new email address linked to the registration entity as
15 taught and claimed in the present application.

Regarding the cited Bizrate.com references it is noted that these are not prior art as the present application has a priority data of January 7, 1999, which predates these references.

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Conclusion

The Applicant hereby submits a bona fide attempt to address the rejections in the Office Action and argues why the present claims are different from the art of record. The Examiner is sincerely invited to telephone the undersigned at 650-424-0100 for
5 clarification or any suggested actions such as an Examiner's Amendment to accelerate prosecution and forward the present application to allowance. Allowance of the claims now in the application is kindly requested.

Respectfully submitted,

A handwritten signature in black ink that reads "Ron Jacobs". The signature is written in a cursive style and is underlined with a single horizontal line.

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